

**ABSTRACT OF THE DISCLOSURE**

A licence ticket 6 obtained by a user 12, such as by purchase from a retail outlet 4, bears a licence key 12 behind a scratch off panel 10. This licence key when  
5 entered into a webpage dialog with a download server 16 is validated by that download server 16 as legitimate and used to trigger download and installation of a computer program product onto the user's computer 14.

[Figure 1]